

Application No. 10/722,925
Amendment Dated: July 18, 2005
Reply to Office Action of: April 20, 2005

REMARKS/ARGUMENTS

Applicant has amended claims 4, 6 and 9. New claims 10-13 have been added to provide additional coverage for the invention. Upon entry of the amendments, claims 2-13 will be pending for consideration.

Claim 9 was previously indicated as allowed. Applicant has amended claim 9 to improve the punctuation.

New dependent claim 10 which depends on allowed claim 9 and new dependent claim 11 which depends on claim 10 include features of claims 7 and 8 respectively and are also allowable.

Applicant has amended claim 4 to recite "one of the display elements having a multi-faced cam with an elastic piece to hold that element in a fixed display orientation until it is turned by the mechanism". It is respectfully submitted that none of the references cited by the Examiner including Schick U.S. Patent No. 1,683,990 and Castle U.S. Patent No. 403,037, either individually or in combination, disclose, teach or suggest the noted feature.

Dependent claims 2, 3, 5, 7 and 8 which depend directly or indirectly on amended claim 4 are patentable for at least the reasons advanced for amended claim 4.

Applicant has amended claim 6 to recite the feature "one of the display elements having a cam interacting with an elastic piece to hold the element of fixed display orientation until it is turned by the mechanism." It is respectfully

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submitted that none of the references cited by the Examiner including the Schick U.S. Patent No. 1,683,990 and Castle U.S. Patent No. 403,037, either individually or in combination, disclose, teach or suggest the noted feature.

New claim 12 which depends on amended claim 6 and new claim 13 which depends on claim 12 are patentable for at least the reasons advanced for amended claim 6. In addition, the Examiner will note that claims 12 and 13 include language recited in claims 7 and 8.

It is respectfully submitted that all claims in the application as amended are in condition for allowance. Accordingly, favorable reconsideration by the Examiner is respectfully submitted.

Respectfully Submitted,

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